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wherein the contents are distributed when the selection is made.

18. (currently amended) The method of providing services according to claim 1, wherein:

the selection is received via a user interface; and

the services are provided via the user interface.

19. (new) The method of providing services according to claim 1, wherein:

the provision of the services is interrupted when the advertisement information is being received by the user; and

the provision of services is restarted after the receiving of the advertisement information is completed.

20. (new) The method of providing services according to claim 1, wherein:

the service beneficiaries select both the frequency and the quantity of advertising to be added to the services provided.